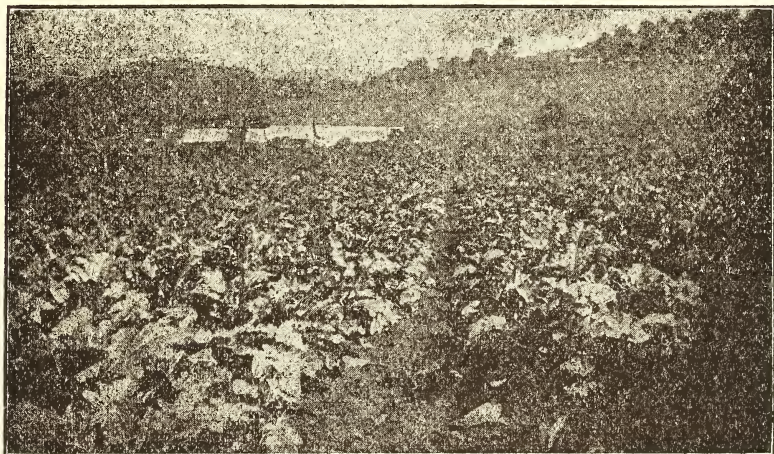


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Early and Late Cold Frame Seedlings, Transplanted, Potted, Field  
Grown and Re-rooted Cabbage, Celery, Lettuce, Tomato, Cauli-  
flower, Pepper, Brussels Sprouts, Aster, Salvia, Zinnias,  
Egg Plants, Strawberry, Geranium, and  
Chrysanthemum Plants.



Field of Healthy Egg Plants Growing on my Farm

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**WHOLESALE PRICE LIST**  
—From—  
**PAUL F. ROCHELLE**  
of  
**Vegetable and Flower**  
**PLANTS**  
**MORRISTOWN, N. J.**

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**1½c PAID**  
**MORRISTOWN, N. J.**  
**Permit No. 2**

## SEEDLINGS

Ready March 10th to June 1st

For You to Pot or Transplant in Flats or Cold Frames

I have 500,000 fine strong seedlings ready now.

**TOMATOES**—(Langdon's Earliana) Marglobe, Bonny Best, John Baer, Chalk's Early Jewel, Stone, Dwarf Stone, Dwarf Champion, Ponderosa, Matchless.

\$3.00 per 1000. Prepaid by Parcel Post

**PEPPERS**—Ruby King, World-beater, Ruby Giant, Sunnybrook, Chinese Giant.

\$3.00 per 1000. Prepaid by Parcel Post.

**EGG PLANT**—Black Beauty.

\$5.00 per 1000. Prepaid by Parcel Post.

**CABBAGE**—Golden Acre and Copenhagen Market.

\$3.00 per 1000. Prepaid by Parcel Post.

**CAULIFLOWER**—Early Snowball. \$5.00 per 1000.

**ASTER**—Queen of the Market and Crego's Giant (all separate colors or mixed).

\$5.00 per 1000. Prepaid by Parcel Post.

**SALVIA**—Splendens and Ostrich Plume. \$7.00 per 1000. Prepaid by Parcel Post.

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## TRANSPLANTED PLANTS

Ready May 1st to June 15th

**TOMATOES**—All varieties same as seedlings.

\$8.00 per 1000; Prepaid by Parcel Post in first three zones.

**PEPPERS**—All varieties same as seedlings.

\$8.00 per 1000; Prepaid by Parcel Post in first three zones.

**EGG PLANTS**—Black Beauty and New York Improved.

\$12.00 per 1000; Prepaid by Parcel Post in first three zones.

**ASTER PLANTS**—All varieties. Same as potted. \$8.00 per 1000.

**CABBAGE PLANTS**—(Ready April 1st). Golden Acre and Copenhagen Market.

\$8.00 per 1000.

**CAULIFLOWER PLANTS**—Early Snowball. \$10.00 per 1000.

**LETTUCE**—Big Boston and Burpee's Wayhead. \$8.00 per 1000.

**ZINNIAS**—All varieties same as potted. \$10.00 per 1000.

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## POTTED PLANTS

Ready May 1st to June 15th

**TOMATOES**—All varieties same as seedlings.

\$30.00 per 1000. \$3.25 per 100 by Express

**PEPPERS**—All varieties same as seedlings.

\$30.00 per 1000. \$3.25 per 100 by Express

**EGG PLANT**—Black Beauty and New York Improved.

\$30.00 per 1000; \$3.50 per 100 by Express

**ASTERS**—White, Shell Pink, Rose Pink, Purple Lavender, Light Blue, Dark Blue, Crimson and mixed. Queen of the Market and Crego's Giant.

\$30.00 per 1000; \$3.50 per 100 by Express

**SALVIA OR SCARLET SAGE**—Potted. Ostrich Plume, Splendens, America and Farinaca (Blue).

\$30.00 per 1000; \$3.50 per 100 by Express

**ZINNIAS**—Dwarf and Giant Dahlia Flowered mixed colors only.

\$30.00 per 1000; \$3.50 per 100 by Express

**CHRYSANTHEMUMS**—Seidewitz (large pink), Godfrey (fine pink single), Christmas Gold (yellow pomponi). Early Frost (white) Chas. Rager (white) Mari-gold (deep yellow).

2-inch pots \$5.00 per 100. Rooted Cuttings \$3.00 per 100 in any quantity.

**GERANIUMS**—Poitevine (Best Pink), General Grant (Light Pink) S. A. Nutt (Best Red) and White. Strong plants from 2¼ inch clay pots. Ready from February 1st, until June 1st. \$6.00 per 100; \$50.00 per 1000.

**SNAPDRAGON PLANTS**—2 in. Paper Pots. Hunt's Geneva Pink, Giant Silver Pink, Mitchell's Salmon Pink, Nelrose Pink, Bonfire, Orlando, Maximum Copper, Canary Bird, Phelps Yellow and White. (All plants Pinched back). \$5.00 per 100.

**NOTE**—All Potted plants are shipped in 2-inch paper pots to you by Express. Charges Collect. Packing free.

## FIELD GROWN PLANTS

**CABBAGE PLANTS**—4,000,000 Ready (May 25th) to August 1st). Early Jersey Wakefield, Charleston Wakefield, Copenhagen Market, Enkhnizen Glory, Early Summer Early Flat Dutch, All Head Early Succession, Late Flat Dutch, Surehead, Summer Danish Ballhead, Short Stem Danish Ballhead, Tall Danish Ballhead, American Drumhead Savoy, Savoy, Red Danish and Dark Red Dutch.

\$2.00 per 1000; 500, \$9.00; 500, \$1.25.

**RE-ROOTED CABBAGE PLANTS**—\$2.25 per 1000; 5000, \$11.00; 500, \$1.50.

**CAULIFLOWER PLANTS**—(All Re-rooted) 500,000, Ready May 25th to August 1st. New beds coming on each week. Catskill Mountain Snowball, Early Snowball and Late Snowball. \$4.50 per 1000; 5000 for \$20.00; 500, \$2.50.

**TOMATO PLANTS**—1,000,000 Ready June 15th, to July 1st. Bonny Best, John Baer, Chalk's Early Jewell, Matchless, and New Stone.

\$3.00 per 1000; 5000, \$13.00; 500, \$1.75.

**CELERY PLANTS**—2,000,000 Ready June 15th to September 1st. (Every plant is hardy and strong, with good roots. No poor plants shipped). Golden Self-Blanching (French seed), White Plume, Winter Queen, Golden Heart, Giant Pascal, Tall Golden Self-blanching, Emperor, Burpee's Fordhook and Easy Blanching.

\$3.00 per 1000; Re-rooted, \$3.50 per 1000.

**BRUSSELS SPROUTS**—500,000 Ready June 1st to July 15th. Danish Prize and Long Island Dwarf, \$2.50 per 1000.

**STRAWBERRY PLANTS**—Strong, well rotted plants. Gibson, Sample and Mary \$10.00 per 1000; 500 for \$6.00; 100 for \$2.00.

Chesapeake \$12.00 per 1000; 500 for \$7.00; 100 for \$2.50.

**SMALLER QUANTITIES**—All orders for 100 plants or smaller quantities, except Strawberry, will be \$1.00 per 100 Postpaid except Potted Plants.

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## BOOKING ORDERS

Everyone should know by this time of what they are going to plant this season. Send me your order now and make sure of getting good strong plants when you want them. I will book orders now with 25 per cent cash with order and balance when shipping instructions are received.

All customers will receive receipt and acknowledgment of order.

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## IMPORTANT NOTICE

I ship either by Parcel Post or by Express.

**CASH FOR PLANTS must accompany order.**

Potted plants shipped by Express as we can not pack them for Parcel Post shipment.

I will be glad to quote special prices for large quantities of any plants.

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## RE-ROOTED PLANTS

I have added a new greenhouse again this year for starting early plants.

I set from 15,000 to 50,000 each of celery, tomato, cabbage, egg and pepper plants each year.

I set no other plants but potted and Re-rooted ones, and though I set through the driest and hottest weather, I seldom lose any plans.

After I plow down a good clover or other sod in the Spring, harrow the ground several times until it is time to set the plants, drill in from 1,500 to 2,000 pounds of high grade fertilizer per acre, and harrow four or five times until the entire seed bed is as mellow as it can be made. I cannot afford to set any but the best plants, so that I may have a full stand.

After setting the plants I cultivate six or eight times, hoe two or three times and spray if necessary, and the expense is too great to use any but the best plants.

I have harvested 26 tons of cabbage per acre and sold \$233.80 worth of tomatoes from 1,000 plants. I have sold \$645 worth of celery from three-fourths of an acre.



## USE THESE METHODS TO GET LARGEST CROPS

1. Use a good strong soil.
  2. Plow down a good heavy sod, or use plenty of well-rotted manure.
  3. Use plenty of high-grade fertilizer to feed the crop.
  4. Prepare the seed bed perfectly by plowing well and harrowing until very fine.
  5. Use plants from a good strain of seed.
  6. Use re-rooted plants to get a perfect stand of strong plants.
  7. Hoe and cultivate to keep the soil in fine condition.
- Use all these means and harvest a big crop.  
Always set good, strong Potted or Re-rooted Plants to make the biggest profits.

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## BEST SEED USED

If you buy plants grown from good seed you are sure to get a crop.

Every year most reliable seeds are very high in price and I have purchased all the seed to grow our plants from the very best seed growers.

If you buy plants at a cheap price generally they are grown from cheap seed. After all your work on a crop does it pay to try to save a few dollars on plants and get poor crops.

I could print Hundreds of Testimonial Letters but it is not necessary.

I have been growing and shipping nothing but vegetable plants all my life and my business has increased enormously each year, which proves that I grow and ship only good plants and know how to pack them.

Send in your order and instructions and I will do all possible to please you and give you good plants.

Please do not send checks for more than \$10.00 without having them certified as it only delays your order.

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## NON-WARRANTY

While I endeavor to have all plants true to name, carefully packed and promptly shipped, I give no warranty, expressed or implied, as to description, quality, productiveness or any other matter, of any of the plants I send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only and they must be accepted by the customers when ordering.

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## PAUL F. ROCHELLE

TELEPHONE 2843

MORRISTOWN, NEW JERSEY

WESTERN UNION TELEGRAPH